

9.1 Public Participation

Public participation is one of the components of the City's outreach program. The goal of the education component, discussed in Section 8, is geared towards disseminating educational material to increase public knowledge of storm water issues. The goal of the public participation component is to provide opportunities for the public to become involved in the process of education and reducing pollutants in stormwater and urban runoff.

Public participation activities provide opportunities for the public to interact and become involved with water pollution issues. When the public has the opportunity to become involved there are several positive outcomes. First, those involved become more knowledgeable about stormwater issues. Second, they become educators and stewards for the stormwater program. Finally, they provide important feedback to the stormwater program regarding the concerns of the public and issues that may be overlooked. Ultimately, public participation help makes the education process more effective.

9.2 Public Participation Approach

The City's approach for the outreach program is to develop an understanding among its residents and businesses of some fundamental storm water concepts. These include:

- ❖ The difference between the sanitary sewer and the storm drain system (sanitary waste gets treated, but discharges into the storm drain system flow directly to our waterways and beaches untreated)
- ❖ The economic value of our beaches and inland waterways and the importance of protecting them.
- ❖ An understanding of illegal discharges, i.e. sidewalk and street wash water runoff, vehicle fluid (antifreeze and oil), landscape debris, sediment, etc.
- ❖ How to report a stormwater violation (stormwater hotline or website).
- ❖ The fact that we all live in a watershed and that the watershed is integral to wildlife, public health, and to the water quality of the rivers, streams, and oceans.
- ❖ Reducing pollutants of concern.
- ❖ Responsibility of citizens to participate in the cleaning and maintaining of the community (i.e. creeks and parks) and not to be part of the pollution problem (littering, illegal dumping, improper disposal of household chemicals).

Some of the tools that are used by the City to implement the public participation activities are:

- ❖ public outreach events
- ❖ public reporting methods
- ❖ pet waste dispensers
- ❖ Household Hazardous Waste Collection and Used Oil Recycling
- ❖ public opinion surveys
- ❖ copermittee collaborations

9.3 Program Implementation

This section describes the specific public participation tools used during the FY 2009-10 reporting period.

9.3.1 Public Outreach Events

The City participated in several outreach events during FY 2009-10:

- ❖ Coastal Clean up Day – September 19, 2009; 10 volunteers; Federal Blvd/San Miguel drainage channel
- ❖ Fire Station Open House – October 10, 2009; 60 participants
- ❖ Winter Bonfire – December 4, 2009, 800 participants
- ❖ Creek to Bay Clean up Day - April 24, 2010; 18 volunteers; Federal Blvd/San Miguel drainage channel
- ❖ San Diego County Fair – June 12, 2010; 4,500 participants

9.3.2 Public Reporting Methods

The City has a local hotline that connects the caller directly to the City's water quality staff. The number is (619) 825-3827. A public works person is available for after-hours emergencies, who will contact the best staff person to handle the emergency. There are also two regional stormwater hotline numbers promoted within San Diego County: a toll-free Regional Storm Water Hotline, 1-888-846-0800 and the Think Blue Hotline, 1-888-844-6525 (1-888-THINK BLUE). Both of these hotlines are staffed by the County of San Diego Monday through Friday, 8:00am - 5:00pm. In addition to personal service at these hotlines during regular business hours, the hotlines provide a voice mail message for 24-hour public access.

The City's stormwater hotline has been heavily advertised since the programs inception. In FY 2009-10, the hotline received eight stormwater related calls, typically pertaining to the illegal discharge of fluids in the gutter over the weekend or a business hosing off their parking lot. All calls are investigated by Code Enforcement and are usually handled with a verbal warning and education about household BMPs. None of the calls during this reporting period required formal

Code Enforcement proceedings. The hotline is advertised in the newsletters and on the City's website, in brochures, on give-aways, and at City events like the Winter Bonfire and the Fire Station Open House.

The City's website also provides water quality information and event updates: www.ci.lemon-grove.ca.us.

9.3.3 Pet Waste Dispensers

Residents are encouraged to protect our creeks, lagoons, and ocean by cleaning up after their pets. To make this easier; pet waste dispensers can be found at all the City parks and in the vicinity of City Hall, all areas where people frequently walk their dogs. Trash cans are also readily available in all of these areas. Both the trash cans and bag dispensers are maintained by the City's Grounds division.

9.3.4 Household Hazardous Waste Collection and Used Oil Recycling

The City co-sponsors several HHW and e-waste events over the course of the reporting period. During these events, residents can drop off any HHW or e-waste free of charge. The City collaborates with the Cities of Chula Vista and La Mesa for HHW events and data collection. The City participated in eight HHW events and eleven e-waste events. The City has two used oil collection points in the City:

- ❖ EDCO Recycling Center 6670 Federal Blvd
- ❖ Krugen Auto Parts 6925 Federal Blvd

9.3.5 Copermittee Collaborations

The City continues its collaboration and encouragement of the County's Green Business program for restaurants and automotive repair shops. This effort continues to develop and explore a State wide collaboration and standards. The City will continue to promote these programs to the applicable commercial facilities where-ever possible.